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ABSTRACT

The main focus of this selected, annotated bibliography of works in business communication and closely allied areas is business writing. The fields of management information systems, psychology, linguistics, and communication theory are not included. Entries are arranged alphabetically by author or by title. (JM)

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Business Communications
a selected, annotated
BIBLIOGRAPHY

Ruth M. Walsh et alii
University of South Florida

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TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER."

This bibliography contains valuable annotations of works in business communication and closely allied areas. Its main focus is business writing; it avoids the fields of psychology, linguistics, management information systems, and communication theory. The editors hope to offer bibliographies in such other areas in the future.

BUSINESS COMMUNICATIONS: A Selected, Annotated Bibliography

RUTH M. WALSH et alii
University of South Florida

Abelson, Herbert I., and Karlins, Marvin. *Persuasion: How Opinions and Attitudes Are Changed.* 2d ed. New York: Springer Publishing, 1970.

A handbook of information for the student, practitioner, or general reader who would like to be better informed about the realities of the persuasion process.

Alexander, R. L. "How To Publish and Perish." *Civil Engineering*, June, 1967, pp. 77-78.

This article is a plea for members of the civil engineering profession to write articles that will advance their professional standing among laymen.

American Society of Mechanical Engineers. *Letter Symbols For Quantities Used in Electrical Science and Electrical Engineering: USAS Y 10.5.* New York: American Society of Mechanical Engineers, 1968.**

This document has been adopted for use by agencies of the U.S. Department of Defense as a standard guide for use of letter symbols representing quantities.

_____. *Letter Symbols for Units Used in Electrical Science and Electrical Engineering: USAS Y 10.9.* New York: American Society of Mechanical Engineers, 1967.**

° Annotated entries were originally prepared during Quarter II (1970) by seven students who elected this option to fill the final report-writing assignment in the course. Review and up-dating of present entries were assigned to students in Quarter IV (1973) sections. In addition to reviewing the accuracy of original listings, Quarter IV students also added more than 130 new entries.

°° Not cataloged by University of South Florida Library, August, 1973. Entries with annotations missing, but not asterisked, suggest one or more of the following: book checked out, lost, or misplaced; periodicals and journals in use or at the bindery, or library holdings begin later than dates shown.

Anastasi, Thomas E., Jr. "Five Keys to Better Letter Writing." *Supervisory Management*, January, 1964, pp. 30-33.

Discusses the content of letters and suggests that letters be personal, unique, purposeful, simple and clear, and sincere.

Anderson, G. B. "Dear Mr. Pflus, Here's a Product." *Sales Management*, October 30, 1972, pp. 51-52.

Mr. Anderson's article tells salesmen how letters can open doors. His contention is that well-composed letters can break down barriers that the beefiest salesmen can't crack.

Angel, Juvenal L. *Matching College Men to Jobs*. 5th ed. New York: World Trade Academy Press, 1972.

A listing of positions and description of procedures which a college graduate should follow in order to get the job best suited to him.

_____. *Why and How To Prepare an Effective Job Resume*. 5th ed. New York: World Trade Academy Press, 1972.

An interesting book which tells why it is important to use a complete resume, with a listing of suggestions for writing an effective job resume.

Appley, Lawrence A. "Put It In Writing." *Supervisory Management*, June, 1964, pp. 22-23.

The artcle emphasizes the growing trend toward putting important matters in writing to assure greater understanding and to provide a means of follow-up and evaluation at a future date.

Aurner, Robert R(ay), and Wolf, Morris P(hilip). *Effective Communication in Business*. 5th ed. Cincinnati: South-Western Publishing, 1967.

Develops principles, procedures, and practices of clear communication and their relationship to sound management. Represents a modern effort to synthesize the teaching and learning of several disciplines applied to effective communication in business, including those of ethics, logic, psychology, written and oral communication arts.

_____, and Burtness, Paul. *Effective English for Business Communication*. 6th ed. Cincinnati, South-Western Publishing, 1970.••

Baar, James. "The Art—And Craft—of the Memo." *Management Review*, May, 1964, pp. 31-33.

This short article given information on how to write four basic types of memos: Public Address, Blank Shot, Double Take, and Insurance Policy.

Bagge, H. A. "Is the Ballpen Mightier Than the Typewriter?" *Office*. May, 1963, pp. 157-58.••

Baisley, I. W. "$3.19: An Average Letter Really Costs That Much?" *Administrative Management*, October, 1971, pp. 65-66.

Stresses the use of reliable information and cold facts as keys to writing business letters.

Baker, Clifford. *A Guide to Technical Writing*. New York: Pitman Publishing, 1961.

A guide to effective communication, technical writing and English grammar, with illustrations where practical.

Bateman, Bobbie. "Shorthand and Transcription: The Usable Transcript." *Business Education Forum*, XXVII (May, 1973), 53-57.

This article deals with the proper use of a transcript, including letters, memorandums, speeches, and agenda.

Baty, Wayne M. *English for Business*. Belmont, Calif.: Wadsworth Publishing, 1966.••

Details grammar and correct methods of letter writing.

Becker, Selwyn W. "Personality and Effective Communication in the Organization." *Personnel Administration*, XXVII (July-August, 1964), 28-30, 34.

According to the author's research, personality factors can make for, or hamper, good communication. Resultant problems in communications for executive coaching and their uses of assistants and committees are discussed.

Bender, James F. *Make Your Business Letters Make Friends*. New York: McGraw-Hill, 1952.

Principles of business correspondence with stress on good human relations built through the written and dictated letter.

Berelson, Bernard, and Janowitz, Morris, eds. *Reader in Public Opinion and Communication*. 2d ed. New York: Free Press, 1966.

Designed primarily for the advanced student in the social sciences. A collection of readings representative of the best work in the field, it covers theory and practice in the communications area and the impact of public opinion on public policy.

Bernstein, Theodore M(enline). *The Careful Writer: A Modern Guide to English Usage*. New York: Atheneum Press, 1965.

Alphabetically arranged, the book deals with the correct use of words and idioms. "Must" reading for those who value writing. Very readable and witty by a *New York Times* editor.

_____. *Headlines and Deadlines; A Manual for Copy Editors*. New York: Columbia University Press, 1961.

A style manual containing journalism information for copy editors.

_____. *Miss Thistlebottom's Hobgoblins*. New York: Farrar, Straus & Giroux, 1971.

The careful writer's guide to taboos, bugbears, and outmoded rules of English usage.

_____. *More Language That Needs Watching*. Manhasset, N.Y.: Channel Press, 1962.

An aid to writers and editors, emanating from the newsroom of the *New York Times*.

_____. *Watch Your Language*. Great Neck, N.Y.: Channel Press, 1958.

An entertaining but pithy commentary on English usage. Examples of writing, both good and bad, are entered from the pages of the *New York Times*, with witty comments. Forerunner to the source listed immediately above.

Berson, C. H. "Correspondence Improvement." *Best's Insurance News*, October, 1963, pp. 67-71.••

Blickle, Margaret D., and Houp, Kenneth W. *Reports for Science and Industry*. New York: Holt, Rinehart & Winston, 1961.

A basic text for the report writer. Covers the field thoroughly from the research process through the final report. Many examples of technical writing are given. In addition to reports, other types of writing, such as letters and articles, are dealt with.

Blum, Eleanor. *Basic Books in the Mass Media*. Chicago: University of Illinois Press, 1972.

An annotated, selected booklist covering general communications, book publishing, broadcasting, film, magazines, newspapers, advertising, indexes, and professional and scholarly journals.

_____. *Reference Books in the Mass Media*. Urbana: University of Illinois Press, 1962.

A booklist compiled to provide sources and starting points for research in mass communications for beginning students and laymen.

Bolz, R. W. "Communicating the Significance of Technology." *Automation*, July, 1967, pp. 56-61.

An argument for the presentation of technical and scientific information in generally understood terms. The author argues against excessive use of technical jargon that conceals meaning.

USF library holdings begin with the December, 1972 issue.

Born, J. W. "Write It Right." *Fuelcil & Oil Heat*, November, 1962, p. 61.••

Bovee, Courtland L. *Techniques of Writing for Business, Industry and Government*. San Diego, Calif.: Presidio Press, 1972.••

Boyd, W. P. "Some Psychological Aspects of Business Letter Writing." *Journal of Business Communication*, I (October, 1963), 37-44.

Article deals with human emotions in business letters. "You" attitude is stressed, and tips on selling-strategies are given.

Brandt, Sue R. *How To Improve Your Written English*. Watts First Book Series. New York: Franklin Watts, 1973.••

Brasaw, Charles T., and Alred, Geras J. *Practical Writing: Composition for Business and the Technical World*. Rockleigh, N.J.: Allyn and Bacon, 1973.••

Brennan, Lawrence David. *Business Communication*. Patterson, N.J.: Littlefield, Adams & Co., 1960.

Provides a convenient and comprehensive view of business communication with important details, directions, and formulas underlined so that essentials can be easily grasped and remembered.

Brice, A. D. "Write? Right." *Public Relations Journal*, XVI (September, 1960), 15-16.

—USF library holdings begin with 1971.

Britt, S. H. "Writing of Readable Research Reports." *Marketing Research*, VIII (May, 1971), 262-66.••

Brock, Luther A. "Business Letters That Aren't All Business." *Supervisory Management*, April, 1971, pp. 7-10.

Pointers on how to write goodwill letters, with several examples given.

_____. "Make Your Collection Letters Persuade, Not Plead!" *Credit and Financial Management*, March, 1968, p. 30.

Discussion of the most effective means of writing collection letters, using combinations of self-interest, justice, and pride (honor), as opposed to fear (too strong) or pity (too weak).

Bromage, Mary C. *Cases in Written Communication II*. Ann Arbor: University of Michigan Press, 1964.

A collection of cases, including situations not covered in an earlier text.

_____. "Gamemanship in Written Communication." *Management Review*, LXI (April, 1972), 10-15.

Suggestions on how to express opinions and have them easily accepted.

_____. "Let Language Work For You." *Supervisory Management*, June, 1962, pp. 46-47.

Emphasizes the need for quick and concise meaning being conveyed to the reader. Points discussed include forethought, figures of speech, pyramiding modifiers, and overloaded sentences.

_____. "Wording and the Management Audit Report." *Journal of Accountancy*, CXXXIII (February, 1972), 50-57.

A detailed illustration of the proper procedure for assembling a management audit report.

_____. "The Sentence and Its Fight for Survival." *Banking*, January, 1968, pp. 60-63.

A discussion of the need for clarity in business letters and several grammatical and syntactical errors which hinder clarity.

_____. *Writing for Business*. 3d ed. Ann Arbor: University of Michigan Press, 1973.

A complete text on business communications based on information garnered from a variety of businessmen.

Brown, C. F. "How Not To Write a Business Letter." *Industry Week*, August, 1972, p. 49.**

Brown, J. A. "The Reader-Centered Letter," *Office Executive*, May, 1961, p. 16.

Provides guidelines for composing letters that are clearly written and easily understood. Letters should reflect a dominant idea and its benefits to the reader.

_____. "Write Letters That Get Action." *American Business*, January, 1960, pp. 38-39.**

Brown, James. *Casebook for Technical Writers*. San Francisco: Wadsworth Publishing, 1961.

This book of cases and assignments is varied in subject matter. Data selection, organization, and presentation are stressed.

_____. *Cases in Business Communication*. Belmont, Calif.: Wadsworth Publishing, 1962.

A complete and self-contained source for practice in written business communications. Detailed, realistic problems in business with related problem-solving assignments.

Brown, Leland. "Collecting Data, Preparing, and Publishing a Case." *American Business Writing Association Bulletin*, XXIX (December, 1964), 25-31.**

Tips on the preparation of a case study with regard to the steps to collecting data, analysis, and publication of the finished case study.

_____. *Communicating Facts and Ideas in Business*. 2d ed. Englewood Cliffs, N.J.: Prentice-Hall, 1970.**

An up-to-date treatment of letter- and report-writing from a behavioral viewpoint. Also deals specifically with the rhetoric of exposition writing. Sections on report writing are especially pertinent.

_____. *Effective Business Report Writing*. New York: Prentice-Hall, 1955.

Discusses the importance and use of business reports and deals with the preparation and actual writing of the report. Author gives some principles and practices for various types of reports.

Brown, Maurice. *Getting Across: A Guide to Good Speaking and Writing*. Mys[illegible]., Conn.: Lawrence Verry, 1971.**

Buckley, Earle A. *How To Write Better Letters*. New York: McGraw-Hill, 1971.

Approach based on implementation of the sales process: attract attention, arouse interest, create desire, convince judgment, and motivate action. Principles, as applied to direct mail advertising and selling, are sound but examples, based originally on a 1957 publication, are dated and irrelevant.

"Business Letters Don't Have To Be Dreary." *Supervisory Management*, August, 1967, pp. 34-36.

Discusses weak and ineffective openings and closings in letters and recommends more effective approaches.

Butterfield, William Henry. *Common Sense in Letter Writing: Seven Steps to Better Results by Mail*. Englewood Cliffs, N.J.: Prentice-Hall, 1963.

A somewhat dated presentation of letter-writing techniques, the text emphasizes correctness, clarity, conciseness, courtesy, constructiveness, conversation, and consideration.

Cady, Edwin Laird. *Creative Communication*. New York: Reinhold Publishing, 1956.

A humorous pocket-size volume that points out many causes of poor communication and offers common sense methods for avoiding them. Contains many practical suggestions on how to work at the job of writing.

Campbell, Paul N. *Rhetoric-Ritual: A Study of the Communicative and Aesthetic Dimensions of Language*. New York: Dickenson Publishing, 1972.

A complex text on rhetoric written from a dialectical viewpoint.

Campbell, William Giles. *Form and Style in Thesis Writing*. 3d ed. Boston: Houghton Mifflin, 1969.

A simple codification of the stylistic and mechanical problems involved in putting a thesis into final shape.

Canavan, P. Joseph. *Effective English: A Guide for Writing*. Belmont, Calif.: Dickenson Publishing, 1970.**

Carter, Robert M. *Communication in Organization*. Detroit: Gall Research, 1972.

On order by USF library, August, 1973.

Chase, Stuart. *Power of Words*. New York: Harcourt Brace, 1954.

A quasi-linguistic treatment of the importance of connotation.

Cherry, Colin. *On Human Communications: A Review, A Survey, and A Criticism*. Cambridge, Mass.: MIT Press, 1966.

Intended as the introductory volume of a series on human communications, this book provides a comprehensive overview of the subject. Treats each aspect in sufficient detail to indicate how involved the process is, but is not so detailed as to "lose" the average reader.

Clarke, Emerson. "Write It Like a Pro." *Machine Design*, August 31, 1967, pp. 90-92.

Suggests that techniques used by the professional writer be adopted by the engineer and technical writer as a means of getting the best output with the least expenditure of effort.

Classen, H. George. *Better Business English*. New York: Arco Publishing, 1969.**

Written in a humorous vein and enhanced with cartoons. Emphasis is upon several areas of poor communication and how to improve them.

Cloke, Marjane, and Wallace, Robert. *The Modern Business Letter Writer's Manual*. Garden City, N.Y.: Doubleday, 1969.**

Includes correct and incorrect letter examples to teach the proper way to handle common situations occurring in correspondence.

Cole, Arthur, and Bigelow, Karl W. *A Manual of Thesis Writing for Graduates and Undergraduates*. New York: John Wiley & Sons, 1960.**

Coleman, S. D. "Greek Number Game: Bridge the Illegibility Gap." *Machine Design*, February 15, 1968, p. 188.

The author has developed a system to avoid typing inconvenience and misunderstanding resulting from the use of Greek symbols and numbers in technical documents prepared in longhand.

Colwell, Carter C., and Know, James H. *What's the Usage: The Writer's Guide to English Grammar and Rhetoric*. Englewood Cliffs, N.J.: Prentice-Hall, 1972.**

Committee on Business Communication. *Modern Business Communication*. Charles B. Smith, ed. New York: Pitman Publishing, 1963.**

Cooper, Joseph D. *How To Communicate Policies and Instructions*. Washington, D.C.: Bureau of National Affairs, 1960.

Covers the techniques of planning, writing, illustrating, and publishing written instructions of all kinds, including internal administrative and operating instructons of formal organizations.

Corbett, Edward P. *The Little English Handbook: Choice and Conventions*. New York: John Wiley & Sons, 1973.**

Cosgrove, J. N. "New York Life Letter Writing Program Has Had Long Success." *The National Underwriter*, December, 1963, p. 6.**

Costello, J. "What It Costs To Write Those Business Letters." *Nation's Business*, February, 1973, p. 10.

Cox, Homer L. *How To Write A Letter*. New York: Sterling Publishing, 1966.

Cox deals mainly with adaptation. He also points out the value of positive writing; to wit, careful word choice.

_____. "Opinions of Selected Business Managers About Some Aspects of Communication On the Job." *Journal of Business Communication*, VI (Fall, 1968), 3-12.

A class in business communications at Southern Illinois University made a survey of the variety and nature of communication problems as seen through the eyes of St. Louis area businessmen, at several levels of management.

Crouch, W. George. *Successful Communication in Science and Industry*. New York: McGraw-Hill, 1961.

A guide to writing clearly, reading accurately and rapidly, and speaking to convince the listener. (See "Zetler, Robert L.")

"Customer Mail: How To Keep Friends." *Administrative Management*, July, 1970, pp. 31-35. (See also, "Fennessy, S. J.")

Suggests how to maintain good customer relations by systematically answering their letters.

Damerst, William A. *Clear Technical Reports*. New York: Harcourt Brace Jovanovich, 1972.

_____. *Resourceful Business Communication*. New York: Harcourt, Brace & World, 1966.

Contains examples and case analyses of principles of business communications. Emphasizes resourcefulness in finding and adapting means to make the message of a letter, or report, acceptable to its reader.

D'Aprix, Roger M. *How's That Again?* New York: Dow Jones Irwin, 1971.

The book is divided into four sections covering: (1) understanding the organization and communicating internally, (2) mechanical aspects of communications; and (3) and (4) specific kinds of communication appropriate to different situations.

_____. "Obstacles to Professional Publication." *Machine Design*, January 5, 1967, pp. 106-9.

This article emphasizes that, in addition to a well-written article, the co-operation of the author's company and the co-operation of the journal editor are required to produce a professional technical article.

Dauten, Paul M. "Management's Communication Trusteeship." *Journal of Business Communication*, II (October, 1964), 25-38.

The article poses the question, "What is meant by effective communication by management?" After asking the question, the author attempts to define management's understanding of "effective communication."

Davis, Keith. "Communication Within Management." *Personnel*, XXXI (November, 1954), 212-18.

A discussion of communication as it affects upper-level management. Makes the case that managers must communicate effectively with each other before they can hope to communicate effectively with employees.

_____. "Readability Changes in Employee Handbooks of Identical Companies During a Fifteen-Year Period." *Journal of Business Communication*, VI (Fall, 1968), 33-40.

A comparison of the readability changes in employee handbooks since Rudolf Flesch first heightened interest in the subject in 1949. There has been some improvement but much is still left to be desired.

Dawe, Jessamon. *Writing Business and Economic Papers*. Totowa, N.J.: Littlefield, Adams, 1965.

The organization of the research paper from the germ of an idea to ultimate presentation in good format.

DeMare, George. *Communicating for Leadership*. New York: Ronald Press, 1968.

The text describes modern developments in the field of communication and shows the effectiveness of these new methods.

_____. *A Handbook of Model Reports to Clients*. New York: Price, Waterhouse, 1964.

Of particular interest to public accountants preparing client reports.

DeMaris, R. E., ed. *Readings in Science and Technology: An Approach to Technical Exposition*. Columbus, O.: Charles E. Merrill Books, 1966.

A collection of scientific and technical articles intended to be used as models by scientific and technical students concerned with making technical material understandable. Short introductions and study sections accompany each selection.

Dentz, John G. "Pan Am Gives Air to Unneeded Reports." *Administrative Management*, February, 1973, pp. 10-12.

The article deals with cutting costs of reports by eliminating those which are needless.

DePew, D. "Breaking the Language Barrier." *Printer's Ink*, January 28, 1966, p. 60.

The article suggests that if one needs to learn technical jargon, there are several ways of doing so. The author stresses these methods.

Devlin, Frank J. *Business Communication*. Homewood, Ill.: Richard D. Irwin, 1968.**

Each part of a letter or report is given its share of attention so that the final document can be up to standard in all respects. Topically arranged. Designed for a one-semester course at the sophomore, junior, or senior level.

Dewhirst, H. D. "Influence of Perceived Information-Sharing Norms on Communication Channel Utilization." *Academic Management Journal*, XIV (September, 1971), 305-15.

A comparison of interpersonal communication with written communication.

Dienstein, William. *How To Write a Narrative Investigation Report*. Springfield, Ill.: C. C. Thomas, 1964.**

A detailed synopsis for an investigator's use in writing a report, as a guide for law enforcement officers.

Dinsdale, W. A. "Suggestions for Effective Communication in Insurance." *National Underwriter*, March 24, 1967, pp. 38-40.

"A Direct Approach to Writing." *Administrative Management*, January, 1967, p. 35.

Contains information regarding how to write letters that catch the recipient's eye, hold his attention, and receive immediate action.

Doroff, B. H. "Bridging the Communications Gap." *Stores*, April, 1971, pp. 10-11.

USF library catalogs issues beginning with 1972.

Dover, C. J. *Effective Communication in Company Publications*. Washington, D.C.: Bureau of National Affairs, 1959.

A manual for preparing business publications, the book deals mainly with a firm's internal publications—those intended to be read by employees. The guidelines presented apply, however, to many types of publication by formal organizations. Includes examples, case histories, and suggestions for evaluating publications. Presented in a bold, brisk style that is refreshingly easy to read.

Dowst, S. "Informal Correspondence Gets Results." *Purchasing*, January 9, 1969, p. 117.**

_____. "Reports to Management Tell Buyer's Story." *Purchasing*, December 10, 1970, p. 53.**

Durham, John, and Zall, Paul. *Plain Style*. New York: McGraw-Hill, 1967.**

Based on the assumption that (1) all writing derives from a few simple patterns of thought, (2) students can learn these patterns and apply them to their own writing, and (3) learning the patterns helps students toward eliminating sentence errors, fuzzy diction, and imprecise thought.

Dyer, Frederick C. "Managing Other People's Writing." *Management Review*, LI (February, 1962), 44-52.

Provides criteria for reviewing the writing of others. Gives helpful hints so that reviewing can aid the development of a subordinate's writing ability. Also suggests a few things the subordinate should check before submitting written communications.

Eadie, T. W. "Communications in Business." *Public Utilities Fortnightly*, October 27, 1960, pp. 609-18.

Oral and written communications by telephone company executives are discussed in this article.

Effective Army Writing. Special Text 12-160. U.S. Army Adjutant General School, July, 1964.**

Ehrlich, Eugene H., and Murphy, Daniel. *The Art of Technical Writing*. New York: Thomas Y. Crowell, 1964.

A handbook dealing with reports and documents that the scientist has to write. The second part consists of models of various ways to present scientific information.

Elfenbein, Julian. *Handbook of Business Form Letters and Forms*. New York: Simon & Schuster, 1972.

Emery, David. "How To Sell Your Employee Communications." *Personnel*, XXXII (September, 1955), 118-22.

A well-written article offering sound advice on planning what you want to write before you write it. Presents a five-step approach to make communications sell an idea by making them more easily understood.

Evans, Bergen, and Evans, Cornelia. *A Dictionary of Contemporary American Usage*. New York: Random House, 1957.

Suggesting the dynamic nature of language, the title speaks for itself. An alphabetical listing of words and idioms with their varying meanings.

Fair, James R. "Dictation and The Engineer." *Chemical Engineering*, June 30, 1969, pp. 114-17.

The third in a four-article series intended to help reduce time spent on technical and business writing. Deals with special problems encountered by the engineer in using dictation for technical writing.

Fennessy, S. J. "Customer Mail: How To Keep Friends." *Administrative Management*, July, 1970, pp. 44-46.

A seven-step program for satisfying customer correspondence demands, vital to every business, large or small.

Ferber, Robert, and Verdoorn, P. J. *Research Methods in Economics and Business*. New York: Macmillan, 1962.

Geared to research methodology in economics and marketing. Assumes background in statistics and quantitative methods.

Fielden, John S. "For Better Business Writing." *Harvard Business Review*, XLII (January-February, 1965), 164-72.

Suggests sources of help and ideas for improvements in the elements of successful business writing.

_____. "What Do You Mean I Can't Write?" *Harvard Business Review*, XLII (May-June, 1964), 144-56.

Written for managers, this article deals with "written-performance inventory": thought, persuasiveness, appropriateness, readability, and correctness.

Finke, W. W. "Technicians Can Dissolve the Semantic Curtain." *Iron Age*, July 28, 1966, p. 45.••

This articles defines the technical-semantic curtain as a shroud which separates scientists and technicians from the outside world. The author recommends that attempts be made by technical people to communicate to the layman in terms which he can understand.

Flesch, Rudolf F. *The Art of Plain Talk*. New York: Harper & Bros., 1946.

Based on Dr. Flesh's dissertation research, the book opts for direct and concise vocabulary and syntax as a step toward understandable communication.

_____. *The Art of Readable Writing*. New York: Harper & Bros., 1949.

A continuation of themes suggested in *The Art of Plain Talk*, with more in-depth treatment.

_____. *How To Test Readability*. New York: Harper & Bros., 1951.

A step toward using "scientific," as opposed to subjective, criteria in judging understandability.

_____. "Why Businessmen Can't Write." *Advertising Age*, June 20, 1966, p. 102.

Exposes problems of "gobbledygook" in business writing, as one of the spin-offs of modern civilization.

Foley, Louis. "Some Aspects of Communication." *Journal of Business Communication*, I (March, 1964), 25-42.

The author implies a need for workmanship in writing business letters to better emphasize the purpose of the letter.

Fogarty, Daniel John. *Roots for a New Rhetoric*. New York: Columbia University Press for Teacher's College Bureau of Publications, 1959.

An analysis of three theories of rhetoric in terms of factors that influenced their development, followed by their synthesis into a suggested philosophy for a present-day rhetoric.

Forrest, D. R. "Suggestions for Reviewing Technical Papers." *Proceedings of the American Society of Civil Engineers*, XCIV (November, 1968), 539-41.

Suggestions for persons interested in submitting technical papers for publication in the *Journal of the Waterways and Harbors* division of the American society of Civil Engineers.

Fowler, H. W. *A Dictionary of Modern English Usage*. 2d ed. revised by Sir Ernest Gowers. New York: Oxford University Press, 1965.

A standard and long-respected reference for proper English spelling and usage. Caveat: reflects spellings and idioms characteristically British.

Frailey, Lester Eugene. *Handbook of Business Letters*. Rev. ed. Englewood Cliffs, N.J.: Prentice-Hall, 1965.

A practical treatment using a direct and simple approach to cover every major type of business correspondence.

Fram, Eugene H., and Koch, Robert G. "Use This Checklist To Write Better Business Letters." *American Business*, April, 1960, pp. 11-12.**

_____. "Variations on a Memo Theme." *Advanced Management*, March, 1960, pp. 11-12.

Humorous observations on the advantages and pitfalls of memoranda.

Gallagher, W. J. "Technical Style: A Defense of Knowledge." *Machine Design*, March 17, 1966, pp. 142-43.

A satirical slap at the writing ability of technical people. The article suggests that too many words get into print with only a trickle of information leaking out. The author implies that this is done intentionally to protect the knowledge of the individual who had to work so hard to acquire it. (This article, in condensed form, also appears in the May, 1966, issue of *Management Review* under the title, "Technical Writing: In Defense of Obscurity," pp. 34-36.)

Geissler, H. E. "Fight Paper Pollution, Stamp Out Reports." *Industrial Week*, March, 1970, pp. 36-40.

This article points out how much wasted time and paper goes into many needless reports. The article also suggests how to make necessary reports more concise.

Gelfand, L. I. "Communicate Through Supervisors." *Harvard Business Review*, XVLIII (November-December, 1970), 101-4.

The Pillsbury Company discovered that its system of communications was not very effective. This article describes the common-sense procedures instigated to remedy the situation.

General Services Administration. *Records Management Handbook: Form Letters.* Washington, D.C.: U.S. Government Printing Office, 1954. (Federal Stock No. 7610-298-6905)

A handbook which argues that carefully composed form letters are more effective and economical than those hastily dictated. Presents simple cost-benefit analysis criteria to show when form letters should be used for routine and recurring situations and tells the reader how to go about setting up a form letter system.

_____. *Records Management Handbook: Guide Letters.* Washington, D.C.: U.S. Government Printing Office, 1955. (Federal Stock No. 7610-633-9607)

The composition and use of guide letters; a companion to the *Form Letters Handbook.* Deals with paragraph substitutions to handle variations in recurring situations. Dates notwithstanding both sources contain timely suggestions and procedures for which computer programs might be written.

Gieselman, Robert D. "Applying Survey Methods to Employee Communication." *Journal of Business Communication,* VI (Fall, 1968), 13-23.

Discusses the use of survey methods to gather information before devising programs to improve communication within the firm.

Gerfen, Richard C. "The Changing World of the Teacher." *Journal of Business Communication,* I (October, 1963), 3-13.

The role of the business teacher is changing because of the increasing emphasis on quality in written business communications.

"Getting the Message Across Without Static." *Business Week,* April 23, 1955, pp. 54-59.

A discussion of the advantages and disadvantages of two methods of internal communication, direct from the executive to the employee, and through the chain of command. Provides examples where each is appropriate.

Gibb, Jack R. "Communication and Productivity." *Personnel Administration,* XXVII (January-February, 1964), 8-13, 45.

A behavioral scientist presents an incisive analysis of managerial communication. The merits of persuasion versus problem-solving techniques are discussed in relation to organization effectiveness.

Gladwin, E. "Write Fewer Words and Save More Money." *Office,* October, 1966, p. 94.**

Glessner, William C. "Effective Communication." *Office Executive,* May, 1958, p. 25.

Twenty-one tips for making written communication more effective. However, offers no explanation for the material presented.

Golden, L. L. L. "Company Pen Pals." *Saturday Review,* June, 1963, pp. 58-60.

States that people judge corporations by the letters they send. Briefly describes communications courses formally sponsored by two insurance companies for their employees.

Graves, Harold F., and Hoffman, Lyne S. S. *Report Writing*. 4th ed. Englewood Cliffs, N.J.: Prentice-Hall, 1965.

A full-treatment of report-writing, from data-collection to manuscript preparation. Also includes a section on mechanics. Representative in-puts from more than twenty-five executives and university professors.

Gunning, Robert. *New Guides to More Effective Writing in Business and Industry*. Boston: Industrial Education Institute, 1964.**

Gunning offers the technical writer help in analyzing the communication problem so that he can write more effectively in using the resources of knowledge he already has. Clear expression flows from clear thinking and understanding.

Guth, Hans P. *Words and Ideas*. 3d ed. Belmont, Calif.: Wadsworth Publishing, 1969.

A handbook for effective writing, with stress on sources, influences of attitudes, and need for thought as factors leading to good exposition.

Haemer, Kenneth W. *Writing for the Reader*. New York: Business Research Division of AT&T, 1965.**

A short and concise publication dealing with organizational communication and its impact on the public.

Hall, Lawrence Sargent. *How Thinking is Written: An Analytic Approach to Writing*. Boston: D. C. Heath, 1963.

A study of language as a functon rather than as a convention. The organizing factors of language, such as grammar and syntax, manipulation, and inherent meanings of words are covered.

Hamburger, Edward. *A Business Dictionary*. Englewood Cliffs, N.J.: Prentic-Hall, 1967.**

A brief listing of terms and their definitions, as used in business and economics.

_____. *A Business Vocabulary*. New York: P & H Sales, 1966.**

Very similar to *A Business Dictionary*.

Hamilton, F. L. "Technical Writing and the Engineer." *Proceedings of the Institute of Electrical Engineers*, CXII (February, 1967), 310.

Advocates improvement of technical writing abilities and standards of the engineer, through education and encouragement. The author recommends that writing courses be introduced into the educational engineering curriculum early and that more encouragement be given to engineers to develop writing skills.

Haney, William V. *Communication and Organizational Behavior.* 3d ed. Homewood, Ill.: Richard D. Irwin, 1973.

Similar to previous editions with the exception of expanded treatment of inference-observation confusion, "bypassing," "allness," and "polarization." More emphasis on application of concepts and techniques for preventing, or correcting, miscommunication.

Hanford, Robert B. "The Ten Biggest Mistakes Letter Writers Make: No. 1—Sounding the Wrong Tone." *Sales Management,* April 17, 1964, pp. 34-36.

The author points out errors made in business letters, such as the brusque-off, fossilized phraseology, and being too familiar. Emphasizes that the best tone of any sales executive's letter should be friendly.

_____. ". . . No. 2—Failing To Organize Your Thoughts." *Sales Management,* May 1, 1964, pp. 47-50.

Says that to have a well-organized letter, one must know precisely what he wants to accomplish and write the letter so that it accomplishes this. Lists general hints to aid writing.

_____. ". . . No. 3—Failing to Understand the Other Man." *Sales Management,* May 15, 1964, pp. 71-74.

Emphasizes knowing the reader. Suggests several ways to make the letter more interesting to the reader.

_____. ". . . No. 4—Neglecting Your Image." *Sales Management,* June 5, 1964, pp. 61-65.

Discusses the image that the writer creates for the reader. Mentions several ways that writers can improve their images. The mechanics of the letter are stressed.

_____. ". . . No. 5—Failing To Capture Attention Early." *Sales Management,* June 19, 1964, pp. 39-44.

Suggests how to capture the reader's attention. Some of the points that are covered are involving the reader personally, telling a story, shocking him, and making him use one or more of his five senses.

_____. ". . . No. 6—Creative Candidates for the Wastebasket." *Sales Management,* July 3, 1964, pp. 45-48.

Discusses methods of avoiding the wastebasket. Interest, tone, believability, openings, and letter quality are stressed.

_____. ". . . No. 7—Selling Too Hard." *Sales Management,* July 17, 1964, pp. 43-46.

Suggests methods of lessening the "hardness" of the sell. Three different ways are discussed: (1) validate your claim, (2) back your claim with cash, and (3) let your product do the selling.

_____. ". . . No. 8—Bad Manners." *Sales Management,* August 7, 1964, pp. 41-46.

Discusses bad manners in letter-writing, tells what effects they can have, and suggests how to avoid these pitfalls.

_____. ". . . No. 9—Neglecting Direct Mail Basics." *Sales Management*, August 24, 1964, pp. 43-48.

Deals with large-volume mailings. Comments on mechanics which can save the firm a considerable amount of money.

_____. ". . . No. 10—Using the Wrong Direct Mail Format." *Sales Management*, September 4, 1964, pp. 49-54.

Further discussion on large-volume mailings, in relation to the purpose of the mailing and the nature of the message, the characteristics of the readership, and the amount of money available.

Harrington, L. "Better Purchasing Letters and How To Write Them." *Purchasing*, August 25, 1966, pp. 86-90.**

Harris, Robert T., and Jarrett, James L. *Language and Informal Logic*. New York: Longmans, Green & Co., 1956.

Recommended for the reader who desires a more detailed treatment of human communication, this book deals with the subject from many angles. Illustrates how words can fail to carry intended meanings and offers many worthwhile suggestions for improving oral and written communications.

Hauser, Travis L., and Gray, Lee Learner. *Writing the Research and Term Paper*. New York: Dell Publishing, 1967.**

This book is a step-by-step guide to better report-writing, mainly in academia.

Hay, Robert D., and Lesikar, Raymond V. *Business Report Writing*. Homewood, Ill.: Richard D. Irwin, 1957.

A basic text in business report writing, including problem-solving. Well-illustrated with examples. Contains a section on grammar and punctuaton.

_____. *Written Communication for Business Writing*. New York: Holt, Rinehart & Winston, 1965.

Deals with three areas: business correspondence, report writing, and employer-employee communications.

Hayakawa, S. I., et al. *Language and Thought in Action*. 2d ed. New York: Harcourt, Brace & World, 1964.

Deals with the functions of language and language as related to thought-processes.

Hayes, Joseph R., and Laird, Dugan. "Letters That Get Results." *Personnel Journal*, XLIII (July-August, 1964), 380-81, *ff*.

Reviews four ways to improve letters: come to the point without delay, maintain the integrity of the paragraph, use indentions and listings, and be conversational as possible.

Henderson, Greta L. *Business English Essentials.* New York: McGraw-Hill, 1965.**

Contains a review of the essentials of English grammar, principles of business writing, and effective word usage.

Heyn, Howard C., and Brier, Warren J. *Writing for Newspapers and News Services.* New York: Funk & Wagnalls, 1969.

The authors, while aiming at those who aspire to careers in journalism, have written a direct, comprehensive program which can make a better writer of anyone. The book includes sections on how to phrase leads and technical variations in writing and editing for newspapers, as well as general writing style, readability, and descriptive style.

Himstreet, William C., and Baty, Wayne M. *Business Communications.* 3d ed. Belmont, Calif.: Wadsworth Publishing, 1969.**

While retaining the "before and after" approach to letter analysis, introductory sections on communication theory, a chapter on collection letters, and an informal style, the authors have added a new chapter on oral communication, synthesized the content and sections on letter-writing, re-located a section on resumes and letters of application, moved mechanical details of letter-layout to the appendix, and added a new correction key in the appendix.

———, Porter, Leonard J., and Maxwell, Gerald W. *Business English in Communications.* Englewood Cliffs, N.J.: Prentice-Hall, 1970.**

An extensive study of the English skills needed for various types of office occupations, the kinds of errors most frequently made by office workers, the aspects of English included in job-entrance tests and government tests, and trends in English usage and letter writing.

Hodgson, Richard S. *Direct Mail and Mail Order Handbook.* Chicago: Dartnell, 1965.

The scope of the text is broad, covering media copy, business letters and reports, and direct mail.

Holder, F. W. "Technician to Technical Writer." *Radio-Electronics,* February, 1967, pp. 49-51.

Describes how one technician worked his way into the technical writing field. The author encourages others to follow this lead and provides tips for those considering such a move.

Holsti, Ole R. *Content Analysis for the Social Sciences and Humanities.* Reading, Mass.: Addison-Wesley, 1969.

An introduction and guide to content analysis as an approach to documentary research. Deals with the content of communications as evidence of human affinities and behavior.

Hollister, V. G., and Hurysz, T. G. "Missing Link in Communications." *Personnel Journal,* L (June, 1971), 466-72.

Hook, Lucyle, and Gaver, Mary Virginia. *The Research Paper*. 3d ed. Englewood Cliffs, N.J.: Prentice-Hall, 1962.

Deals with data collection, organization, and preparation of the research paper manuscript.

Houp, Kenneth W., and Pearsall, Thomas E. *Reporting Technical Information*. Beverly Hills, Calif.: The Glencoe Press, 1968.

Contains information about how to write engineering and scientific proposals and reports.

_____, and Blickle, Margaret D. *Reports for Science and Industry*. 2nd ed. New York: Holt, Rinehart & Winston, 1961.

A full treatment of all the major requirements, divisions, and forms of report writing.

Hovland, Carl I.; Janis, Irving L.; and Kelley, Harold H. *Communication and Persuasion: Psychological Studies of Opinion Change*. New Haven: Yale University Press, 1953.

In a sense, a progress report on the preliminary phases of a long-term research program to investigate principles involved in persuasive communication.

"How They Check Your Job Application." *Changing Times*, April, 1962, pp. 7, 17.

Based on studies by the American Management Association, the article tells how prospective employers check completed job applications. Also discusses the kinds of questions one might expect during an interview.

"How Every Salesman Can Send Selling Letters." *Industrial Marketing*. August, 1965, pp. 106-7.

Discusses the successful use of a series of six letters used by one company to cover the most common business situations.

"How Not To Write a Business Letter." *Administrative Management*, May, 1965, p. 56.

Contains information about how the use of vague words and sentences with unclear meanings cause letter writers to waste time and money.

"How To Construct Simplified Letters." *Administrative Management*, November, 1963, pp. 54-55.

Illustration and description of the simplified letter which the National Office Management Association has been advocating. Shows how to save time and suggests aids for good letter content. (Note: this letter format is now identified as AMA style. Its most characteristic features are the elimination of the salutation and complimentary close, a flush-left arrangement which eliminates tab settings, and a contemporary approach which is up-to-date without sacrificing consideration for the reader. NOMA changed its name to Administrative Management Association during the mid-sixties.)

How To Write Effective Reports. Reading, Mass.: Addison-Wesley Publishing, 1963.

A text programmed by Federal Electric Corporation, dealing with all aspects of report-writing. Can be used for group or independent study.

"How To Write a Job Reference." *Changing Times*, July, 1964, p. 16.

Tips on composing meaningful letters of recommendation, taking into account psychological aspects in the recipient's attitude.

Hulbert, J., and Capon, N. "Interpersonal Communication in Marketing: an Overview." *Marketing Research*, IX (February, 1972), 27-34.**

Hunsicker, F. R. "How To Approach Communications Difficulties." *Personnel Journal*, LI (September, 1972), 680-83.

"In Praise of Memos." *Nation's Business*, November, 1966, p. 70.

Contains information about the effective use of memos and their importance toward minimizing time losses.

Ireland, Otto M. "Tailor Your Letter to the Reader." *Supervisory Management*, April, 1961, pp. 29-33.

Gives two examples of poor letter writing and shows how these letters should have been written. Outlines six points which should be followed when writing a letter so that the reader will understand the message clearly.

Irmscher, William F. *Ways of Writing.* New York: McGraw-Hill, 1969.

A nontechnical text dealing with the nature of composition, content, style, and mechanics.

Ironman, Ralph. *Writing the Executive Report.* New York: Funk & Wagnalls, 1966.**

This book covers the grammar, classification, and readability of reports.

Ivens, Michael. *The Practice of Industrial Communications.* London: Business Publications, Limited, 1963.

A broad view of communications, including structure, background, and style. The emphasis is on visual and written communications and covers aspects in human relations, trade unions, international trade, and the free enterprise system.

Janis, Irving L., and Feshback, Seymour. "Effects of Fear-Arousing Communications." *Journal of Abnormal and Social Psychology*, XLVIII (1953), 78-92.

A report on an experiment that was conducted at Yale University to determine three different intensities of "fear appeal" in a standard communication on dental hygiene, presented to high school students.

Janis, Jack Harold. *The Business Research Paper.* New York: Hobbs, Dorman, 1967.

A manual of standards, including bibliographic sources for reports, theses, and dissertations.

_____. *Writing and Communicating in Business*. New York: Macmillan, 1964.

A wide variety of topics is covered, including the scope of business writing, writing to communicate, and the language of busness. Also included is a section on the organization and writing of business reports.

_____. "Business Writing: In Defense of the Cliché." *Management Review*, October, 1965, pp. 25-28.

Gives information on the value of the often-used cliché and explains in what situations they can be used effectively.

_____. *Business Communication Reader*. New York: Harper & Row Publishers, 1958.

A carefully selected collection of readings on major aspects of the business world. Emphasis is on the art of communicating ideas within the business community. Suggested writing exercises are included in each section.

Jaquish, Michael P. *Personal Resume Preparation*. New York: John Wiley & Sons, 1968.**

One of the most important writings in one's business career is his personal resume. By way of numerous illustrations, the author explains everything from covering letters to resume revisions.

"Job Resume: Write It Right." *Changing Times*, September, 1964, p. 18.

This brief article gives a concise overview of several job resume do's and don'ts. It also gives a complete outline for writing a job resume correctly.

Johnson, H(erbert) Webster. *How To Use the Business Library*. 4th ed. Cincinnati: South-Western Publishing, 1972.

A guide for training in the use of the business library. The purpose of the book is to familiarize the student with sources and their applicaton. An extremely useful handbook for students and businessmen.

Johnson, Thomas P. *Analytical Writing: A Handbook for Business and Technical Writers*. New York: Harper & Row, 1966.

Advances the theory that informative technical and business writing is based on "analytical presentation of details and logical flow of ideas" and rejects the idea that the key to successful technical writing is short words, sentences, and paragraphs. Deals with organizing and writing technical articles and reports.

_____. "Organize the Report for Fast Writing, Easy Reading." *Chemical Engineering*, June 30, 1969, pp. 104-10.

This is one of a four-article series intended to help reduce the time spent on technical and business writing. The article suggests a report structure in the form of a pyramid which presents material the reader wants to know first.

Johnston, Frank M. "Writing Letters to Busy People." *Supervisory Management*, January, 1966, pp. 14-15.

Discusses eight points in writing effective correspondence to executives.

Jolliffe, H. R. "Semantics and Its Implications for Teachers of Business Communication." *Journal of Business Communication*, I (April, 1964), 1-18.

Examples of how reactions to certain words can vary from listener to listener. A study of favorable and unfavorable words is discussed.

Jones, Alexander E., and Faulkner, Claude W. *Writing Good Prose: A Structural Approach to Writing Paragraphs and Themes*. New York: Charles Scribner's Sons, 1968.

A text designed to train students in writing effective, well-organized compositions and to acquaint them with the structure of expository prose. A very technical treatment of the subject.

Jones, D. M. "Presenting Papers for Pleasure and Profit." *Datamation*, November, 1968, p. 84.

Provides recommendations to individuals who may want to present papers at technical conferences. Recommendations include a selection of conferences and methods of presentation.

Jordan, S. E. "Cereal Companies Get Letters That Go Snap, Crackle and Pop." *Public Relations Journal*, XXVIII (May, 1972), 19-21.**

Kapp, Reginald O. *Presentation of Technical Information*. New York: Macmillan, 1957.**

Kaysing, W. C. "Engineers and the Technical Writer." *Chemical Engineering*, July 18, 1966, pp. 182, 84, 86.

Suggests that industry use specialized technical writers to handle material for engineers who have neither the skills nor the time to prepare polished technical reports and speeches.

Keelan, C. I. "A Most Prosaic Use of Time-Sharing." *Datamation*, February, 1970, p. 137.

Time-sharing in writing short management reports can save time and money.

_____. "What It Costs To Communicate." *Office*, December, 1961, pp. 71-73.**

Factors involved will not vary; figures will. Dartnell Corporation (Chicago) maintains very current figures on the cost of correspondence. In her syndicated column, Sylvia Porter deals with these factors and figures at least once a year.

"Keep Your Business Letters Interesting." *Supervisory Management*, February, 1971, pp. 27-29.

Pointers on writing clearer, more effective, and interesting business letters.

Keithley, Erwin M., and Thompson, Margaret H. *English for Modern Business*. rev. ed. Homewood, Ill.: Richard D. Irwin, 1972.

The goal of this text is to focus students' attention on the sentence and how it may be used effectively in writing and speaking.

_____, and Schreiner, Philip J. *A Manual of Style for the Preparation of Papers and Reports*. Cincinnati: South-Western Publishing, 1971.

A style manual based on the premises that writing is to reading as speaking is to listening, that mechanics can be systematized, and that form and content are inseparable. Contains several models.

Kelly, Pilson W. "Memos That Get Across: Some Pointers on a Neglected Art." *Management Review*, December, 1958, pp. 10-17.

Some practical hints in improving written communication, particularly memos. Makes a good case for brevity and offers methods to achieve it. Also touches on the subject of clarity, organization, tone, and incentives to better communications.

_____. "Do You Write Memos They Want To Read?" *Supervisory Management*, October, 1962, pp. 8-12.

Brevity is the main theme of this article, with amusing and provocative illustrations and suggestions for its achievement.

Kendig, W. L., and Johnson, T. D. "Developing Systematic Reporting Structures." *Management Advisor*, January, 1972, pp. 20-26.••

Kenerson, David R., ed. *Business and Economic Information Resources of the University of South Florida Library—An Annotated Bibliography*. Tampa, Fla.: College of Business Administration, 1968.

The title is self-explanatory. A very useful source for students in business administration and economics wishing to become familiar with standard references in the university library.

Kerekes, Frank, and Winfrey, Robley. *Report Preparation*. 2d ed. Ames, Iowa: Iowa State College Press, 1951.••

Kern, Janet. "When You Write A Letter of Condolence." *Reader's Digest*, March, 1960, pp. 33-34.

Tips on how to write an appropriate letter of condolence without becoming maudlin.

Keyes, L(angley) C(arlton). "Profits in Prose." *Harvard Business Review*, XXXIX (January-February, 1961), 105-12.

Errors, and how to make them, in advertising and other aspects of communication.

King, F. L. "Use the Right Writing Instrument." *Office*, September, 1970, p. 88.••

Kirkpatrick, T. W., and Breese, M. H. *Better English for Technical Writers, or Call a Spade a Spade*. New York: Macmillan, 1961.**

A text full of examples and how to profit from them. It is intended to point out the more common and grosser errors found in writing. It is mainly addressed to argriculturists but has chapters on other fields (oops!).

Kish, Joseph. "Unnecessary Paperwork." *Data Systems News*, October, 1970, pp. 50, 54.

Presents in detail, the manager's role in controlling unnecessary EDP reporting.

_____. "We Improved Correspondence and Reduced Its Cost." *Office*, November, 1962, pp. 101-2.**

Kitchin, J. E. "Getting Results from Business Letters." *Electronics World*, July, 1960, p. 115.**

Klapper, Joseph T. *The Effects of Mass Communication*. Glencoe, Ill.: The Free Press, 1960.

Klein, Lawrence R. "Writing Problems in the Social Sciences." *Journal of Business Communication* (issue and date, n.a.).

A reprint of a paper delivered at the Annual Meeting of the American Personnel and Guidance Association, San Francisco, California, March 23, 1964, when Mr. Klein was Editor-in-Chief of the *Monthly Labor Review*.

Koch, Byron J. "Producing Computer Letters from Name and Address Files." *Computers and Automation*, July, 1971, pp. 16-17.

Emphasizes typical problems and errors that occur in programming computer letters, with suggestions on how to prevent these errors.

Koch, Felton J. "The DIDO Technique for Effective Communication." *Advanced Management*, October, 1956, pp. 19-21.

Demonstrates a method of improving written and oral communications that the author refers to as the DIDO (define, index, date, and orient) technique. Uses sound, easily understood examples.

Koral, R. L. "How To Write for Technical Magazines." *Air Conditioning, Heating, and Ventilating*, May, 1969, pp. 89-91.**

A reprint of a presentation to the American Society of Plumbing Engineers, September 13, 1968. The presentation encourages members to publish articles for technical journals and provides some "need-to-know" information. It emphasizes that published articles are a means of teaching.

_____. "How To Write Technical Articles for Publication." *Air Conditioning, Heating and Ventilating*, August, 1969, pp. 103-4.**

A more expanded version of the article published in the May, 1969 issue.

Korman, Abraham K. "A Cause of Communications Failure." *Personnel Administration*, XXIII (May-June, 1960), 17-21.

A study of how everyday communication concepts can have different meanings at different management levels.

Kraft, D. A. "Sometimes a Form Letter is Not the Right Answer." *Office*, April, 1970, p. 34 and ff.**

Krepela, Rick. "The Power of a Postcard." *The Reporter of Direct Mail Advertising*. January, 1963, pp. 30-31. (Title of publication subsequently changed to: *Direct Marketing Magazine*.)

Tells how a small, specialized photo studio became well-known and prosperous through the use of the picture postcard—at a cost of $3.00 monthly.

Krey, Isabelle, and Metzler, Bernadette V. *Effective Writing for Business*. New York: Harcourt Brace Jovanovich, 1972.

A complete introduction to business correspondence. Includes general principles of good writing as well as techniques of specific types of business correspondence.

Kronman, Ruth. "Undiplomatic Correspondence." *The Atlantic Monthly*, May, 1962, pp. 105-6.

A humorous article on a pen-pal type of relationship and the trouble it can lead to if the wrong words are used with people who do not fully understand our language.

Kuhl, Art. "Clear Writing Needs Clear Thinking." *Supervisory Management*, October, 1967, pp. 10-14.

Gives suggestions for better business writing using the humorous touch. Suggests use of logic and planning in constructing letters.

Lahiff, James M. "Clear Up Communication Static." *Supervisory Management*, October, 1970, pp. 21-29.

Article deals with various drawbacks in the communication process. Talks of the effective use of the memorandum, but in the appropriate circumstances. Other means may be more likely to obtain desired results.

Lamb, Marion M., and Hughes, Eugene H. *Business Letters, Memorandums, and Reports: A Basic Text in Business Communications*. New York: Harper & Row, 1967.

An excellent guide to correct letter writing, with a great deal of information on reports.

Lambuth, David, *et al. The Golden Book on Writing*. 2d ed. New York: Viking Press, 1964.

This second edition contains a chapter on business writing by Walter O'Meara and a humorous introduction by Budd Schulberg. A style book to be used for report writing.

Larsen, Lenna A., and Koebele, Apollonia M. *Reference Manual for Office Employees*. 4th ed. Cincinnati: South-Western Publishing, 1959.

Intended primarily for the secretary or typist, but a good reference work for anyone who does much business writing. The material is well-arranged for ready reference to specific problems in the mechanics of writing.

Lawton, Esther C. "Everyone Wants To Be Shakespeare." *Personnel Administration*, XXIV (January-February, 1961), 31-32.

Comments on the faults of letter reviewers. Lists the main faults and concludes by asking reviewers to check three things when editing a letter or memorandum.

_____. "The Other Side of the Coin: Or, Everybody Sure Does Want To Be Shakespeare." *Personnel Administration*, XXV (January-February, 1962), 43.

In defense of replies to previous article. Shows faults of subordinates in letter-writing.

Lesikar, Raymond V. *Business Communication: Theory and Application*. rev. ed. Homewood, Ill.: Richard D. Irwin, 1972.

Summarizes appropriate areas of communication theory and then relates theory to applications in business. The first six chapters, on the neurophysiological process of communication, are excellent.

_____. *Report Writing for Business*. 4th ed. Homewood, Ill.: Richard D. Irwin, 1972.

Emphasizes the organization and writing of reports. Also stresses research methodology which precedes report preparation.

Levin, J. "What It Costs To Communicate." *Office*, April, 1970, pp. 59-63.**

Lewis, Ronello B. *Accounting Reports for Management*. Englewood Cliffs, N.J.: Prentice-Hall, 1957.

Deals primarily with accounting reports but contains much that can be applied to other types of reports. Offers many techniques for improving reports, especially from the standpoint of making them easy to read. Many examples and illustrations are included.

Lipman, M. "How To Sharpen Your Business Writing: Letters." *Business Management*, August, 1961, pp. 34-35.**

Louviere, Vernon. "Keeping in Touch During a Walkout." *Nation's Business*, September, 1970, p. 18.

Article deals with the idea that written communication with one's employees during a strike is of vital importance to help make negotiations move much more smoothly.

Lull, Paul E.; Funk, Frank E.; and Pierson, Darrel T. "What Communications Mean to the Corporate President." *Advanced Management*, March, 1955, pp. 17-20.

Presents the results of a survey of the presidents of the nation's 100 largest corporations regarding their attitudes on communications. The answers to

questions in such areas as methods, results, training, and the relationship of communications ability to managerial ability were tabulated.

Lull, Robert A. "Reporting Results: Get to your Boss Before He Gets to You." *Supervisory Management*, March, 1973, pp. 9-14.

Procedures and controls for writing reports without distorting them.

Lunch, Robert. "Don't Make All of Them Write." *Machine Design*, October 12, 1967, pp. 173-75.

The author advocates the use of technical writing specialists to prepare polished technical articles, reports, and papers. He suggests that it is not only more economical in that highly paid engineers can be putting their time to better use, but that some engineers and scientists can never become writers no matter how much training they receive.

Mandel, Siegfried, and Caldwell, David L. *Proposal and Inquiry Writing*. New York: Macmillan, 1962.**

Analysis of the structure, content, and language of proposals; descriptions of the procedures and techniques for writing.

_____, ed. *Writing in Industry*. Vol. I. Brooklyn: Polytechnic Press of the Polytechnic Institute of Brooklyn, 1959.**

Seven papers on various aspects of writing in business and science. Selected from the *Proceedings of the Conference on Writing and Publication in Industry*, sponsored by the Polytechnic Institute of Brooklyn. Problems of writing in science and industry are discussed, with an acknowledgement of the need for good writing.

Matthies, L. H. "Let People Show in Your Writing." *Office*, May, 1960, pp. 12-13.**

_____. "Why Johnny Don't Write Good." *Office*, September, 1970, p. 70 and ff.**

May, Mari. "Better Business Letters? Here's How." *Supervisory Management*, November, 1965, pp. 36-38.

Suggestions for better letter writing and "checks" to use for proofreading a letter before it is sent.

May, Robert C. "How To Improve Your Sales Correspondence." *Industrial Marketing*. October, 1965, pp. 86-90.

Discusses in detail, with examples from actual correspondence, how to write a sales response letter.

Maydew, J. "Breaking the Communicating Barrier." *Industry Week*, April 24, 1972, pp. 50-52.**

Mayer, J. R. "How Letter Analysis Can Improve Correspondence." *Office*, July, 1963, pp. 69-72.**

Mayo, Lucy Graves. *Communications Handbook for Secretaries*. New York: McGraw-Hill, 1958.

Designed to aid the secretary in improving her communication skills, this is a technical manual on the mechanics of correspondence. Contains some theory of communications and has an excellent guide to grammar and punctuation.

"Max-imizing Your Letter Writing." *Sales Management*, June 15, 1969, pp. 52-54.

Discusses development of a system to cut costs in letter writing.

McCauley, D. E., Jr. "Memo on Memos: Write Less, Say More." *Supervisory Management*, May, 1963, pp. 8-9.

Uses a bad example and corrects it. Gives several hints to make memoranda more effective.

McDonald, G. "Making Sense Out of Numbers." *International Management*, August, 1970, pp. 18-21.**

McLaughlin, Ted J.; Blum, Lawrence P.; and Robinson, David M. *Communication*. Columbus, O.: Charles E. Merrill Books, 1964.**

Offers the reader the opportunity to see management communication as a whole, involving people, practices, and principles. At the same time, the reader should expect to acquire understanding and proficiency in specific forms of communication.

Menger, M.K. "Unique Insurance Firm Demonstrates Effective Correspondence System." *American Business*, February, 1960, pp. 21-24.**

Menning, J(ack) H(arwood), and Wilkinson, C. W. *Communicating Through Letters and Reports*. 5th ed. Homewood, Ill.: Richard D. Irwin, 1972.**

Designed to improve the reader's written business communication, the text is based on three central concepts: instruction in principle, illustration, and application. Text begins with the fundamental criteria appropriate to all business communication: appearance, language and style, tone, and psychology.

Meredith, Patrick. *Instruments of Communication; An Essay on Scientific Writing*. Oxford and New York: Pergamon Press, 1966.

This lengthy essay is the result of the author's concern that there is a problem of communication within the scientific community. In this essay, the author attempts to deal with this problem of what he refers to as "interdisciplinary communication within science."

Meyers, Manny. "Diatribe of a Technical Editor." *Chemical Engineering*, October 7, 1968, pp. 184, 186.

A humorous description of technical writers from the viewpont of the technical editor who is charged with the responsibility of making the writer's material publishable.

Miles, Aetna. *Technical Speller and Definition Finder.* 1st ed. Indianapolis: Howard W. Sams, 1965.

This book lists an alphabetical index of words most frequently used by today's technical writers. The book is designed to assist the technical writer in spelling and capitalization; references are made to other sources for definitions.

Miller, Helen M. "The ABC's of Good Technical Writing." *Supervisory Management,* August, 1965, pp. 14-17.

The ABC's are the first letters of the words, "accuracy," "brevity," and "clarity."

Mintz, Harold K. "Business Writing Styles for the 70's." *Business Horizons,* August, 1972, pp. 83-87.

Begins with the basic elements for effective business communication and develops each in turn. Good writing style is easy to recognize, but difficult to achieve. However, development of good style is possible and the author shows how.

Mitchell, John. *A First Course in Technical Writing.* London: Chapman & Hall, 1967.**

A general survey text for the beginning technical writer. The author touches on data collection, basic writing and illustration principles, preparaton of technical reports, and miscellaneous forms of written technical communication.

_____. *Handbook of Technical Communication.* Belmont, Calif.: Wadsworth Publishing, 1962.**

This is a handbook dealing with all types of technical report writing, its functions and structures.

_____. *Writing for Professional and Technical Journals.* New York: John Wiley & Sons, 1968.**

A good source for the novice, or the professional, who is considering writing an article for a technical journal. The book covers the full range of writing from planning the article through the presentation sequence and standard sections of the journal article. In addition, the author has included a collection of representative style guides of various journals, along with selected journal articles as models.

Moore, Michael D. "Communication Between Manufacturing and Systems Groups." *Journal of Systems Management,* XXI (October, 1970), 22-24.

Ponders the idea that improving systems within a corporation can be difficult because of poor communications between the systems group and the user departments. It also presents the fact that the manufacturing department can be the real trouble spot in the communications process.

Morris, Jackson E. *Principles of Scientific and Technical Writing.* New York: McGraw-Hill, 1966.

A text oriented toward developing skilled writing style rather than dealing with specific styles and formats which differ greatly in actual use. In addition to experience, it gives the reader an overview of the types of technical writing requirements one can expect to encounter in industry.

Morris, Steele. "Planning and Creating Superior Proposals." *Management Review*, November, 1964, pp. 37-44.

Points out the six vital factors which determine the make-up of the proposal and emphasizes the need for thorough, clear content and good organization.

Mowrer, O. Hobart. "Truth in Communication." *Journal of Business Communication*, II (October, 1964), 18-24.

This article deals with the misrepresentation that is included in much of the business communication today, including company publications and business letters.

Muller, D. G. "State Mutual Life Had Novel Course for Letter Writers." *The National Underwriter*, December 17, 1960, p. 9.**

Murray, M. W. "Written Communication, a Substitute for Good Dialog." *American Association of Petroleum Geologists Bulletin*, LII (November, 1968) 2092-97.

The author suggests that the technical article be thought of as a substitute for conversation, as an end to achieving technical writing which is forceful and direct. He also recommends that selection of words should be based on common sense and good judgment.

Neidlinger, Earl W. "Communications—Si, Grapevines—No." *Office Executive*, November, 1961, pp. 32-33.

This article tells why it is important to have good communications networks in industrial communities, and why it is unhealthy to let company information circulate by the grapevine and gossip.

Neidt, Charles O., and Sears, Eugene. "Increasing Employee Understanding of Company Policies and Operating Philosophy." *Personnel Journal*, XLII (June, 1963), 276-80.

This is a noteworthy article which describes how many directors are faced with the problems of communicating company policies and operating philosophy to employees. How best to do this depends on the particular situation involved.

Nelson, J(oseph) Raleigh. *Writing the Technical Report*. 3d ed. New York: McGraw-Hill, 1952.

Nirenberg, Jesse S. "Communicating for Greater Profit." *Personnel Journal*, LII (February, 1973), 116-20.

How profits can be increased by systematizing communication to achieve mind-interaction that gets more good ideas implemented, diminishes wrong or wasteful actions, steps up productivity, lowers turnover, and increases sales.

Organization for Economic Co-operation and Development. *Conference on Communication of Scientific and Technical Knowledge to Industry*. Stockholm: Organization for Economic Co-operation and Development, 1963.

A report of a meeting held in October, 1963; i.e., proceedings.

Palen, Jennie M. *Report Writing for Accountants*. Englewood Cliffs, N.J.: Prentice-Hall, 1955.

An aid to the accountant in the preparation of financial statements and annual reports. Provides step-by-step instructions for the preparation of the more common financial reports (i.e., audits). Includes section on writing techniques that deals well with pertinent considerations.

Paradis, Adrian A. *The Research Handbook*. New York: Funk & Wagnalls, 1966.

An excellent guide to reference sources in libraries, use of microfilmed newspapers, location of statistical information in tables and charts, and so forth.

Parker, William Riley. *The MLA Style Sheet*. New York: Modern Language Association, 1968.

The standard style format guide for research papers in literature, modern language, and the humanities.

Parkhurst, Charles Chandler. *Business Communication for Better Human Relations*. Englewood Cliffs, N.J.: Prentice-Hall, 1961.

A tight interweaving of communication and human relations in business writing.

Pearsall, Thomas E. *Audience Analysis for Technical Writing*. Beverly Hills, Calif.: Glencoe Press, 1969.

Deals with different levels of audiences in the technical field, such as laymen, executives, experts, technicians, and operators. At each level, the author suggests effective approaches. Contains samples of writing from government and industry.

Pearson, J. W. "Writing Is a Technical, not Literary, Assignment." *Machine Design*, February 2, 1967, p. 109.

Suggests that emphasis in technical writing is misplaced. Rather than preoccupation with syntax and word choice, the emphasis should be on simple, logical organization of material.

Perlmutter, Jerome H. *A Practical Guide to Effective Writing*. New York: Random House, 1965.

Chapters devoted to planning, preparation, and revision of all forms of written communication.

Perrin, Porter Gale, and Smith, George H. *The Perrin-Smith Handbook of Correct English*. Chicago: Scott, Foresman, 1962.

A revised high school grammar book, helpful as a guide to word usage, punctuation, syntax, agreement, and so forth.

———. *Writer's Guide and Index to English*. 3d ed., rev. Chicago: Scott, Foresman, 1959.

Resource text on English usage. Progresses from a review of basic sentence structure to consideration of research, organization, and writing of papers.

Pinkerton, James E., and Hay, Robert D. "Programmed Instruction in Business Communication Courses." *Journal of Business Communication*, I (March, 1964), 19-23.

Article outlines methods to be used when incorporating programmed instruction into business communications courses.

Popper, H(erbert). "How Easy Is It for You To Write?" *Chemical Engineering*, May 24, 1969, p. 130.

Article suggests methods that companies can use to encourage engineers and professional people to write articles. The article further suggests steps to be taken to keep from discouraging technical writing.

———. "Six Guidelines for Fast, Functional Writing." *Chemical Engineering*, June 30, 1969, 118-22.

The fourth in a four-article segment intended to help reduce time spent on technical and business writing. This article describes six suggestions for expediting the writing of a technical or business article.

Porte, Michael. "Needed Research in Business Writing." *Journal of Business Communication*, I (October, 1963), 23-28.

Outlines the history of business communications and the research that has been done on the subject in the past and up to the publication date of this article.

Postley, M. G. "Do You Always Say (Write) Exactly What You Mean?" *Office*, June, 1960, p. 14.**

"Producing an Effective Business Letter Manual." *Administrative Management*, November, 1965, p. 56.

Discusses ways to compile a useful letter manual and suggests what it should contain.

"Producing Technical Manuals at 1,600 Words A Minute." *Industrial Marketing*, August, 1966, pp. 63-65.

Describes IBM's experience in the use of the Model 360 computer to set type and to manipulate text for offset instruction manual production. Emphasizes that the method is practical and extremely fast but rather costly.

Rathbone, Robert R., and Stone, James B. *A Writer's Guide for Engineers and Scientists*. Englewood Cliffs, N.J.: Prentice-Hall, 1962.

An analysis of the major problems technical people face when writing reports. The authors offer specimen reports to show how these problems can be solved.

———. *Communicating Technical Information*. Reading, Mass.: Addison-Wesley Publishing, 1966.

A guide for engineers and scientists in writing more effectively.

Raudsepp, E. "How To Work with the Fourth Estate." *Machine Design*, December 7, 1967, pp. 145-47.

Deals with the presentation of technical information to the press which must pass this information along to the man in the street.

Raymond, Thomas C. *Problems in Business Administration: Analysis by the Case Method*. 2d ed. New York: McGraw-Hill, 1964.

Cases in business administration more concerned with organizational behavior than communications, per se.

Redding, W(illiam) Charles, and Sanborn, George A. *Business and Industrial Communications: A Source Book*. New York: Harper & Row Publishers, 1964.

Supplies both business and academic readers with a survey of the most critical viewpoints concerning human communication in business organizations, along with a representative sampling of basic methods and techniques.

Redfield, Charles E. *Communication in Management: The Theory and Practice of Administrative Communication*. 2d ed. Chicago: University of Chicago Press, 1958.

Deals with the theory of communications, both oral and written. An understanding of the concepts presented will improve anyone's communication ability.

Reid, James M., Jr., and Wendlinger, Robert M. *Effective Letters*. 2d ed. New York: McGraw-Hill, 1973.

A programmed text, developed in co-operation with New York Life Insurance Company. Topically arranged but also includes an appendix on letter layout, other matters of form, and mechanics. Dr. Robert L. Shurter (q.v.) was the consultant on this text.

Reisman, S. J., ed. *A Style Manual for Technical Writers and Editors*. New York: printed for the Lockheed Aircraft Division by Macmillan Company, 1962.

Deals thoroughly with technical publications, reports, proposals, and manuals. Special emphasis is on organization, including format and grammar.

Reitzfeld, Milton. "A Master Reporting Plan." *Office Executive*, August, 1961, pp. 88-90.

The problem that consultants and internal organization staff personnel face in getting the right data needed to the right person at the right time, and at reasonable cost, is the purpose of this article.

Rivers, William L.; Peterson, Theodore; and Jensen, Jay W. *The Mass Media and Modern Society*. San Francisco: Rinehart Press, 1971.

Deals with the "NOW" mass media and discusses the impact which this segment has on a world-wide basis.

Roget's International Thesaurus. 4th ed. New York: Thomas Y. Crowell, 1972.

An indispensable *vade mecum* for the serious stylist dedicated to conciseness and preciseness. A collection of synonyms and antonyms with their fine-line shades of meaning; also excellent for defining and using idioms correctly.

Rohan, Thomas M. "Getting Through to the Troops." *Management Review*, May, 1972, pp. 47-50.

Communications to employees regarding policies and other sensitive matters: how to get the message through to encourage employees to take more interest in their work, put forth more effort, waste less, and occasionally make a few concessions to management.

Rosenstein, Alan B.; Rathbone, Robert R.; and Schneerer, William F. *Engineering Communications*. Englewood Cliffs, N.J.: Prentice-Hall, 1964.

Combines theory and practice: the first part of the text covers communication theory; the second and third parts relate the theory to oral and written communications.

Rothery, B. "Generation of Technical Information." *Data Processing Magazine*, July, 1966, pp. 36-37.

Emphasizes the importance of well-written technical information in today's world where vast amounts of technical data are being generated both manually and by computer.

Rothwell, W. S., Jr. "Financial Communication: What, Why, How and Who." *The Controller*, September, 1960, pp. 408-10, 432.

Expresses the idea that financial communications should be styled, or designed, to promote easy assimilation of important points. The controller should also provide prompt, complete, and reliable communication of fact and estimate.

Rummel, J. Francis, and Ballaine, Wesley C. *Research Methodology in Business*. New York: Harper & Row, 1963.

Introductory text on research methodology. Good point of departure for students not thoroughly familiar with research design.

Ryan, E. M. "Your Business Letters Have Become a First Class Expense." *Administrative Management*, August, 1962, pp. 56-57.

Discusses factors which affect letter-costs and suggests ways of reducing these expenses.

_____, and Weld, C. M. "Cutting the Costs of Correspondence," *Administrative Management*, October, 1963, pp. 42-46.

Further discussion, similar to that listed immediately previously.

St. John, Michael. "Do You Get Your Message Across?" *Nation's*

Business, August, 1972, pp. 66-67.

Discusses a sales approach to writing messages that will get desired results.

Saunders, Alta G(winn), and Anderson, C. R. *Business Reports*. New York: McGraw-Hill, 1940.

An early treatment which signalled the flood of materials on the subject soon to follow.

_____, and Creek, Herbert LeSourd. *The Literature of Business: Contemporary*. Westport, Conn.: Greenwood Press, 1970.

Deals with correct form for handling reports, essays, including selections from contemporary writers. Book was originally published, with single authorship, in 1946.

Sayles, Leonard R., and Dowling, William F. "Check Your Credibility Rating." *Supervisory Management*, September, 1971, pp. 38-42.

Tells how a supervisor acquires a "passport" of credibility: by telling the truth and being sure that his actions support his words.

_____. "Employee Communication: It's Easier When You Know How!" *Supervisory Management*, August, 1962, pp. 12-15.

Argues that the single most important factor in better communication is feedback. These are some additional communication aids: projection, timing, believability, simplicity, repetition, and originality.

_____. "On the Job Communication: Why Isn't It Easier?" *Supervisory Management*, July, 1962, pp. 2-6.

Describes various barriers that impede communication between a supervisor and his subordinates.

Scheer, Wilbur E. "Words." *Office Executive*, November, 1961, pp. 19-21.

A thought-provoking article on how to avoid wordiness in written communications by writing in a clear, logical, and concise style.

Schramm, Wilbur Lang. *Communications and Changes in the Developing Countries*. Honolulu: East-West Center Press, 1967.

_____. *Communications in Modern Society*. Urbana, Ill.: University of Illinois Press, 1968.

A thorough discussion of fifteen studies of the mass media prepared for the University of Illinois Institute of Communication Research.

_____. *Mass Media and National Development*. Stanford, Calif.: Stanford University Press, 1964.

A report on a study conducted by the United Nations and UNESCO. Describes the effect of communication on a world-wide basis, as a means of effecting social change. Also suggests how adequate and effective communication changes can be made more easily and quickly.

Schreiber, Flora Rheta. "What Writing Letters Can Do For You." *Reader's Digest*, December, 1960, pp. 72-74.

Suggests how an effectively written letter, business or personal, can bring one much satisfaction and profit.

Schutte, William M., and Steinberg, Erwin R. *Communication in Business and Industry*. New York: Holt, Rinehart & Winston, 1960.

Deals with the ability to apply basic principles effectively. The fundamental matters, such as business jargon and wasteful prose, are covered. Contains many case studies.

Schwartz, J. "Personalized Correspondence." *Best's Insurance News*, November, 1963, pp. 14-16.**

Sears, Donald A., and Smith, Henry A. "A Linguistic Look at Aerospace English." *Air Force/Space Digest*, December, 1969, pp. 76-80.**

Reviews some of the ways the aerospace age and associated engineering jargon have affected modern language patterns in technical writing.

"Selling Ideas Up the Organization." *Industry Week*, August 3, 1970, pp. 24-25.**

Sharp, Hugh T., ed. "How To Sell Your Next Idea." *Chemical Engineering*, September, 1955, pp. 220-24.

Applies standard techniques of verbal and written communication to the problems of the engineer. Discusses these basic techniques in language the engineer can understand.

Shearring, H(enry) A(rthur), and Christian, B(rian) C(rossley). *Reports and How To Write Them*. London: George Allen and Unwin, Ltd., 1965.

Step-by-step instruction of principles involved in writing effective reports.

Sherman, Theodore Allison. *Modern Technical Writing*. 2d ed. Englewood Cliffs, N.J.: Prentice-Hall, 1966.**

Covers the general form of technical writing, with special emphasis on the writing of technical reports, technical proposals, and letters applicable to the technical fields.

Shidle, Norman G. *The Art of Successful Communication: Business and Personal Achievement Through Written Communication*. New York: McGraw-Hill, 1965.

Short, Albert W., Jr. "New Directions for Reports Management." *Journal of Systems Management*, XXII (August, 1971), 16-18.

Stresses a positive approach to a reports management program.

Shultis, Robert L. "Must Accountants' Writing Be So Dull?" *Management Accounting*, October, 1969, pp. 23-25.

The author offers a set of guidelines to improve communication in the field of accounting.

Shurter, Robert L.; Williamson, J. Peter; and Broehl, Wayne G., Jr. Business Research and Report Writing. New York: McGraw-Hill, 1965.

A detailed look at reports. Deals concisely with all aspects of business report writing and covers the subject cogently and concisely.

_____, and Pierce, John R. *Critical Thinking: Its Expression and Argument.* New York: McGraw-Hill, 1966.**

Deals with the rhetoric and logic of exposition.

_____, and Williamson, J. Peter. *Written Communication in Business.* 2d ed. New York: McGraw-Hill, 1964.

A full treatment dealing with principles, techniques, types, and self-development on the job. Includes a section on cases and reference section dealing with grammar.

_____. *Written Communication in Business.* 3d ed. New York: McGraw-Hill, 1971.**

Similar to the second edition but includes addition of several actual business problems which force the student to think in terms of decision-making on the job.

Sigband, Norman B. *Effective Report Writing: for Business, Industry, and Government.* New York: Harper & Bros., 1960.

Deals with principles of report-writing for specialized areas, including accounting, management, marketing, engineering, and government, with equal emphasis on business correspondence.

_____. "Writing Reports That Lead to Effective Decisions." *Supervisory Management,* June, 1970, pp. 2-6.

Gives reasons for ineffective report-writing and suggests ways to correct this all too common situation.

Singer, T. E. R., and Smith, Julian F. *Abstracting Scientific and Technical Literature: an Introductory Guide and Text for Scientists, Abstractors, and Management.* New York: Wiley-Interscience, 1971.

The title is entirely descriptive and needs no further comment.

_____, ed. *Information and Communication Practice in Industry.* New York: Reinhold Publishing, 1958.**

Sklare, Arnold B. *Creative Report Writing.* New York: McGraw-Hill, 1964.**

Cumulative approach to understanding the principles of effective writing as a prelude to writing a creative report.

Skrentny, B. "Can Communication System Aid in Selling?" *National Underwriter*, May 10, 1969, p. 8.**

Slattery, James L. *Business Letter Writing*. Garden City, N.Y.: Doubleday, 1965.**

A general study of modern letter-writing, stressing clarity and brevity.

Smart, Walter Kay; McKelvey, Louis William; and Gerfen, Richard Conrad. *Business Letters*. 4th ed. New York: Harper & Bros., 1957.**

Publication date notwithstanding, still a generally sound treatment of the subject of business letter-writing. One of the few texts to deal with form and guide letters in some detail.

Smith, Bruce L., and Smith, Chitra M. *International Communication and Public Opinion—A Guide to the Literature*. Princeton, N.J.: Bureau of Social Science Research, 1956.

A continuation of *Propaganda, Communication and Public Opinion*. Cites and describes books, journals, and public affairs magazines published between mid-1943 to mid-1955, and includes some materials published as late as 1956.

Smith, Charles B. "What Do You Mean?" *Personnel Journal*, XL, No. 2 (1961), 79-82.

Deals with how to achieve understanding in communicating with other people by conveying accurately the thoughts of one person to another.

Smith, S. L. "Balance Sheet for Letter Writing." *Office Executive*, January, 1960, pp. 26-28.**

Smith, Terry C. *How To Write Better and Faster*. New York: Thomas Y. Crowell, 1965.**

Shows how to get to the point without being abrupt. Offers many guidelines and stresses planning, writing, and editing.

_____. "You Can Improve Your Engineering Communications." *Machine Design*, February 2, 1967, pp. 104-7.

Provides suggestions for establishing a course to teach engineers to write. Includes a bibliography of possible texts and related reading materials.

Snataro, L. "Do You Ever Have a Feeling No One Is Listening?" *Industry Week*, January 19, 1970, pp. 48-49.**

Spatare, Lucian. "Business Letter Writing: Its Unique Contribution; Its Relationship to Other Areas." *American Business Writing Association Bulletin*, February, 1964, pp. 23-24.**

Stansfield, Russell N. "Your Better Business Letter." *Balance Sheet*, May, 1960, pp. 40-41.

Contains important tips in the teaching of good business letter-writing in business education courses in secondary schools.

Stayer, Harry R. "Do You Need an Improved Correspondence Program?" *American Business Writing Association Bulletin*, February, 1964, pp. 12-18.••

Deals with management's problems in keeping effective business communications programs in industry.

Stead, Bette A. "How To Make a Good Impression When You Write." *Supervisory Management*, October, 1971, pp. 15-18.

Emphasizes simplicity in writing style to make messages clear.

_____. "A Statistical Analysis of the University of Houston Business Communications Laboratory Program." *Journal of Business Communication*, VI, No. 1 (Fall, 1968), 25-30.

An analysis of the results of a laboratory study of students who had achieved low scores on an examination of verbal skills. The Houston laboratory program proved to be helpful in strengthening students' verbal abilities and might well be added to the communication offerings at other universities.

Steiner, Albert T. "Business Communications in Education." *Business World*, June, 1972.••

Stern, R. "Better Human Relations Through Better Communications." *Supervisory Management*, June, 1971, pp. 4-7.

Suggests how to set up good relations through written communications.

Stearns, R. L. "Is the Much Maligned Memo Really as Bad as Some Say?" *Public Relations Journal*, XXVIII (February, 1972), 44.

Steere, Ralph E. "Reports and Decisions: Russian Roulette?" *Advanced Management-Office Executive*, November, 1962, pp. 11-13.

Various uses of the graph in making executive decisions.

Stewart, Jane. "Getting Your Story to Employees." *Printers Ink*, May 19, 1961, pp. 58-60.

A study of how to achieve better rapport between employer and employee by using written communication that can be understood by the employee.

Stone, Bob. "Personalized Computer Letters Come of Age." *Advertising Age*, July 14, 1969, pp. 54-57.

Discusses the use of letters with personalized references, using the computer. Also suggests guidelines for more effective use of such letters.

Stone, W., and Bell, J. G. *Prose Style: A Handbook for Writers*. New York: McGraw-Hill, 1968.

A guidebook to style, research strategies, usage, and tone in writing.

"Stop Writing Costly Letters." *Management Methods*, July, 1961, pp. 36-37.••

Strenski, James B. "Two-Way Communication: A Management Necessity." *Personnel Journal*, XLIX (January, 1970), 29-31.

Attitude surveys provide the most effective two-way communications between employer and employee.

Strong, Earl P(oe), and Weaver, Robert G. *Writing for Business and Industry: Reports, Letters, Minutes of Meetings, Memos, and Dictation*. Boston: Allyn and Bacon, 1962.••

Stresses simplicity and brevity in presentation so that examples and models can be fully understood from the reader's viewpoint, as an aid to knowing precisely HOW to construct effective business letters.

Strunk, William, Jr., and White, E. B. *Elements of Style*. 2d ed. New York: Macmillan, 1972.

A brief but redoubtable reference which provides principles of grammar and their relationship to style. Includes a checklist of "don'ts" for writers.

Swift, Marvin H. "Clear Writing Means Clear Thinking Means . . ." *Harvard Business Review*, LX (January-February, 1973), 59-62.

Analysis of the way in which a manager re-works and re-thinks a memorandum.

Summers, W. "How To Present Interesting Reports." *Supervisory Management*, October, 1972, pp. 36-39.

Tade, G. T. "How To Write a Better Memo." *Supervisory Management*, May, 1971.

Taintor, Sarah Augusta; Monro, Kate M.; and Scherzer, Margaret. *The Secretary's Handbook*. 8th ed. New York: Macmillan, 1969.

A handbook for letter-writers. Includes principles of punctuation, diction, grammar, letter formats, and up-to-date practices.

Tebbel, John. "The World Press and the Teaching of Journalism." *Saturday Review*, September 11, 1971, pp. 64-65.

A review of a conference held in Helsinki, Finland, on worldwide communications education.

Thayer, Lee O. *Administrative Communication*. Homewood, Ill.: Richard D. Irwin, 1961.••

_____. *Communication and Communication Systems*. Homewood, Ill.: Richard D. Irwin, 1970.••

_____. *Communication: General Semantics Perspectives*. New York: Spartan Books, 1970.••

_____. "Some Theoretical Approaches to (the teaching of) Business Communications." *Journal of Business Communication*, I (October, 1963) 15-21.

Deals with some of the modern-day theories pertaining to the teaching of business communications in the secondary schools, colleges, and universities.

Thompson, Gordon B. "The Environment, Society, and Communications." *Vital Speeches*, June 1, 1972, pp. 503-7.

Concerns the effects of mass media communication systems on the environment and on people's lives. Includes a section on methods of stockpiling printed matter.

Tichy, H(enrietta) J. *Effective Writing*. New York: John Wiley & Sons, 1966.

Discusses grammar, outlining, organization, and style. Deals with letters, memorandums, and short reports expected of engineers, scientists, and managers with science backgrounds.

"To Do Their Best Work Everyone Must Communicate." *Industrial Research*, July, 1970, p. 77.

An opinion-poll result of the importance of communication in satisfactory completion of the work of scientists, engineers, and technicians.

"Tooling Up for Better Company Communications." *Steel*, September 15, 1969, p. 58d.**

Trelease, Sam F. *How To Write Scientific and Technical Papers*. Baltimore: Williams & Wilkins, 1958.

Intended as an aid in the writing of technical and scientific papers but has much to offer to writers in other fields. A check-list of common errors is of particular value. Useful sections on tables, charts, graphs, and photographs.

Turabian, Kate L. *A Manual for Writers of Term Papers, Theses, and Dissertations*. 3d ed., rev. Chicago: University of Chicago Press, 1967.

Widely-accepted basic style manual for scholarly writing in economics, business administration, and the social sciences (except for anthropology and psychology, both of which have prescribed style guides).

_____. *Student's Guide for Writing College Papers*. 2d ed. Chicago: University of Chicago Press, 1969.

An adaptation of *A Manual for Writers*, geared to undergraduate writing.

Turner, Rufus P. *Technical Report Writing*. 2d ed. Englewood Cliffs, N.J.: Prentice-Hall, 1965.**

A textbook for technical personnel expected to write reports as part of their on-the-job requirements. Provides in-depth treatment of how to write technical reports and presupposes reader-background in grammar and mechanics of language

Tuttle, David H. "Written Communications." *Bankers Monthly*, July, 1967, p. 42.

Discusses business correspondence from a banker's viewpoint. Emphasizes that stilted language is no longer the image of the banking industry.

Tuttle, Robert E., and Brown, C. A. *Writing Useful Reports.* New York: Appleton-Century-Crofts, 1956.••

Uris, Auren. "How To Be a Great Dictator." *Chemical Engineering,* June 30, 1969, pp. 111-13.

Suggests how to reduce time spent on business and technical writing. Advocates the use of dictating equipment as a means of expediting writing and describes some dictating pitfalls.

_____. "How To Communicate with Managers." *Industrial Research,* April, 1970, pp. 56, 60-62.

Seven suggestions that can help researchers communicate successfully with management.

_____. "How To Speak Through a Closed (or Open) Door." *Nation's Business,* March, 1973, p. 60.

U.S. Department of the Air Force. *Military Standard MIL-STD-847 (USAF): Preparation of Technical Reports.* Washington, D.C.: U.S. Government Printing Office, 1965.••

Establishes, or prescribes, a detailed format for technical reports prepared for submission to agencies of the U.S. Air Force.

U.S. Department of Defense. *Defense Standardization Manual 4120.3M: Standardization Policies, Procedures, and Instructions.* Washington, D.C.: U.S. Government Printing Office, 1966.••

Prescribes standard guidelines for the preparation of technical handbooks, specifications, and so forth, as well as guidelines for policies and procedures.

_____. *Military Standard MIL-STD-12C: Abbreviations for Use on Drawings, Specifications, Standards, and in Technical Documents.* Washington, D.C.: U.S. Government Printing Office, 1968.••

Specifies standard abbreviations for use by agencies of the U.S. Department of Defense when preparing technical drawings, illustrations, and literature.

_____. *Military Standard MIL-STD-1313: Microelectronic Terms and Definitions.* Washington, D.C.: U.S. Government Printing Office, 1967.••

Specifies terms and definitions applicable to microelectronic devices and techniques.

U.S. Government Printing Office Style Manual. rev. ed. Washington, D.C.: U.S. Government Printing Office, 1967.

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Waldo, Willis H. *Better Report Writing*. New York: Reinhold Publishing, 1965.**

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Shows a sophisticated way of understanding communication in an organization by studying persons who draft messages. The extent to which such people possess authority, power, expertise, and sociability is discussed.

Walton, Thomas F. *Technical Manual Writing and Administration*. New York: McGraw-Hill, 1968.

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Designed to be used with a library shelf of supplemental readings. Little how-to-do-it materials in the book, with emphasis on general principles and approaches.

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